

# Next Audio

## Podcast Network & Publisher Media Kit

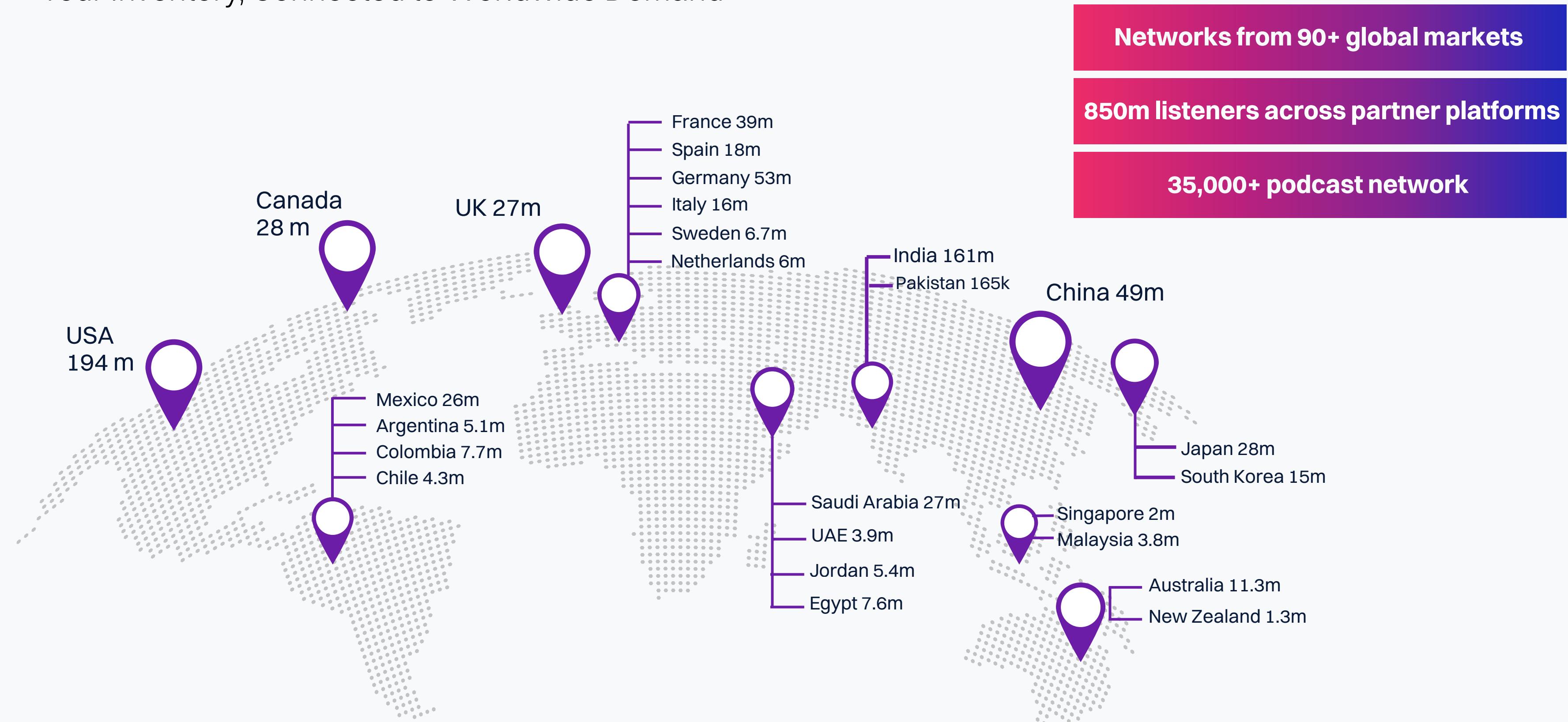
How to open your inventory to global advertisers through Next Audio

Last updated Dec 2025



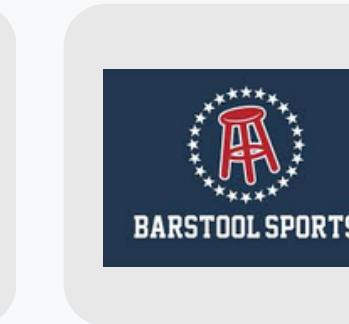
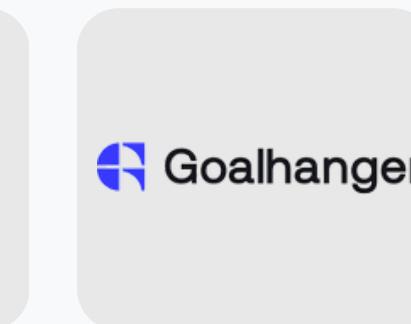
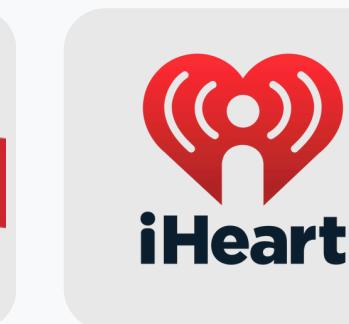
# Join the Global Podcast Advertising Company

Your Inventory, Connected to Worldwide Demand



# A small sample of the 35,000+ podcasts and publishers in our global network.

A trusted growing network of publishers across every market, language & category





Next Audio

**Revenue Opportunities**

## Advertiser Demand

From global brands to agile mid-market advertisers, 300+ companies across dozens of verticals run campaigns through Next Audio.

### Advertising Agencies



### FMCG



### Travel



### Banking & Finance



### Consumer Packaged Goods



### Hospitality



### Events



### Telco & Technology



### B2B



### Automotive



## Dual Monetization Streams

Stream 1

### Self Service Advertisers

Your inventory becomes available to global buyers running always-on or programmatic podcast campaigns through [AdManager.FM](#).

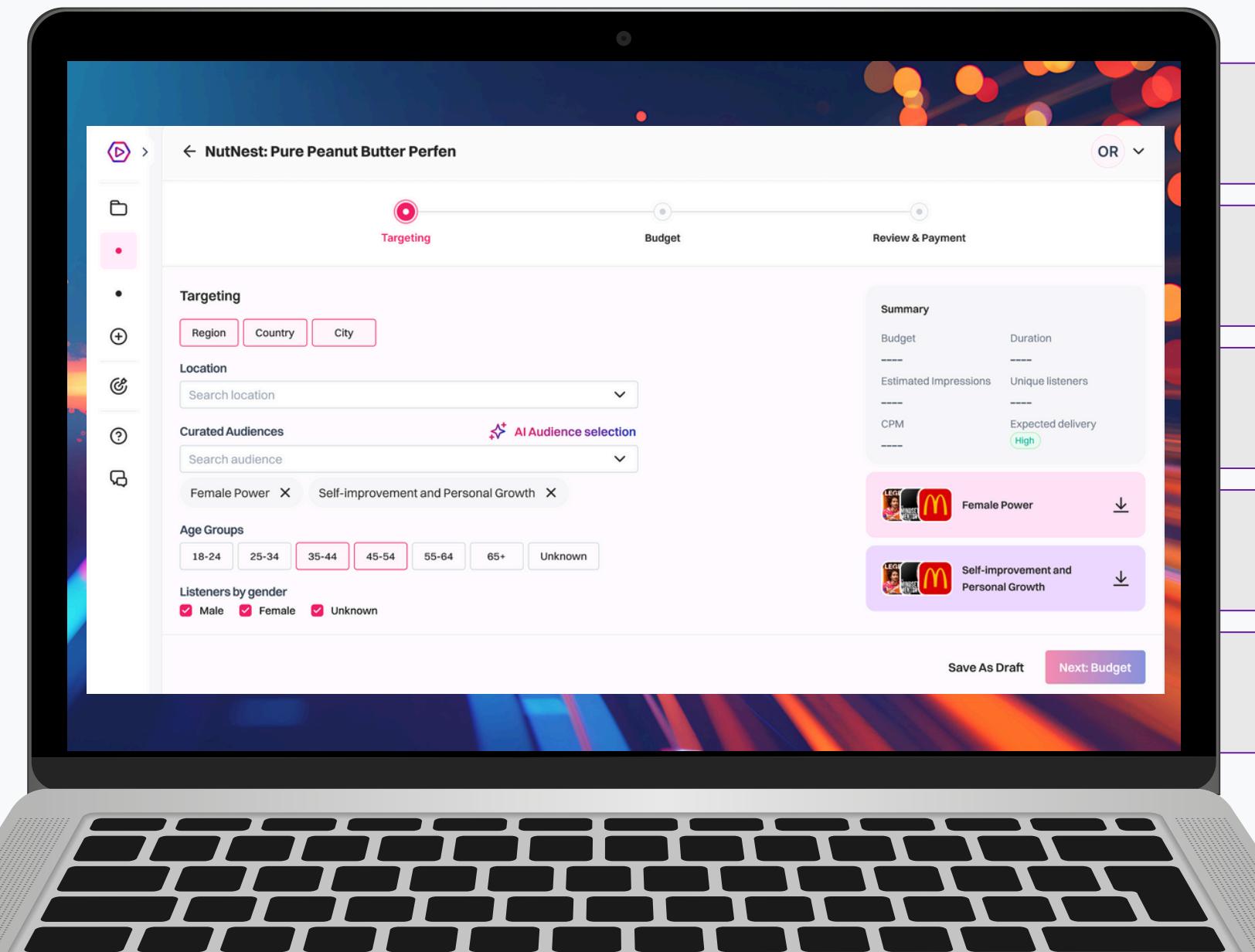
Stream 2

### Managed Service Clients

Your shows are included in premium brand campaigns when they match the brief, from host-reads and sponsorships to multi-market activations.

## Deep Dive: Self Service Revenue Stream

Our proprietary technology AdManager.FM is an advertising manager that offers programmatic & always-on for digital audio.



**Listed automatically** as eligible inventory in AdManager.FM

**Dynamic ads** matched to your content through targeting criteria

Low-lift, **scalable revenue** from global mid-market advertisers

**Monetizes back catalogue** and evergreen episodes

**Zero operational work** required from publishers

# Deep Dive: Managed Service Revenue Stream

Access our global demand for high-CPM, relationship-driven revenue streams powered by large brand budgets.



High-value campaigns from **global brands and agencies**

Opportunities across **programmatic, host-reads, & sponsorships**

Inclusion driven by audience fit, **content relevance** and market needs

Designed for **high-impact campaigns** where content fit matters

Vetted, **high-quality advertisers** and campaigns



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**Quality Assurance for  
Publishers & Advertisers**

# Targeting to Safe Guard the Listener Experience

Our detailed audience targeting ensures ads we serve are perfectly matched to the listener and context, improving satisfaction for both publishers and advertisers.



## Demographic

Age, gender, income, marital status, occupation, lifestyle, children +more



## Device

Phone, desktop, smart speaker +more



## Geographic

Town, city, zip code, country, region



## Content

Match ads to the content being listened



## Language

Target based on the language of the content



## In-Market

Purchase intent

# Personalized Advertising That Won't Disrupt

Using dynamic creatives, we can personalize ads to ensure messaging aligns with the listener's moment



Geographic



Date & time



Content



Weather

## Case Study examples



**SunExpress**

**Location plus demographic targeting**  
to serve ads featuring the nearest  
airport and tailored getaway type  
(family, couple, adventure etc.)



**talabat**

**Time targeting** to serve ads aligned  
with the listener's day (breakfast, lunch,  
dinner).

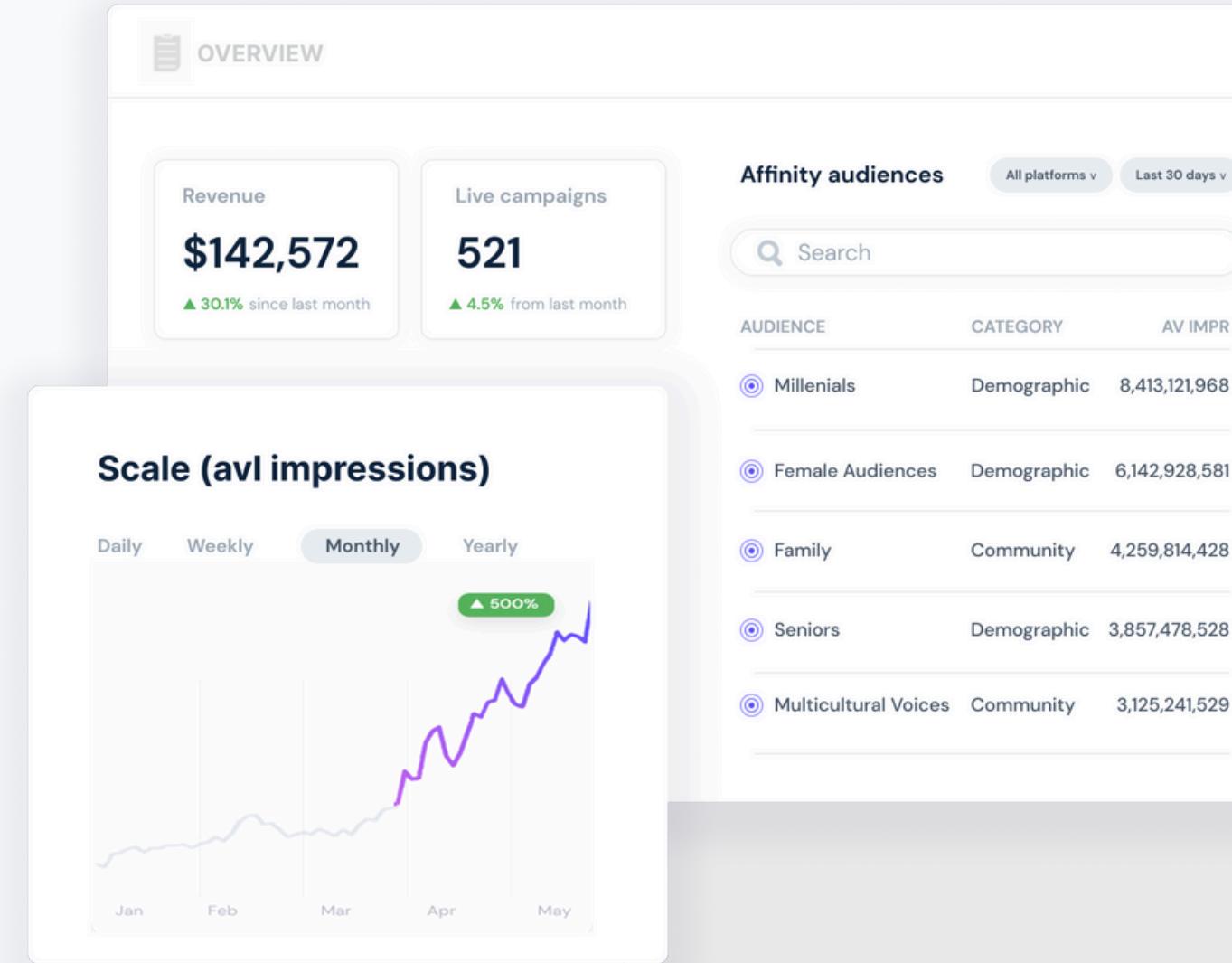


**Content targeting** to match each ad to  
the listener's interests (technology,  
safety, performance, sustainability)



# High-Touch Matching

Using third-party tools we match deeper than just categories. We look at audience profiles to make sure the show and advertiser align.



Making sure advertisers land on the right shows, not just the right genre. Protecting your show from mismatched campaigns.

# AI-Powered Brand Safety & Suitability

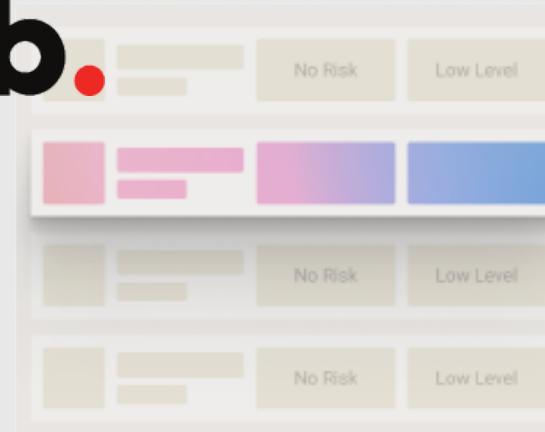
Keeping your content safe, compliant, and brand-ready using AI to review complete catalogue, ensuring advertiser and publisher fit.

barometer

## Safety & Suitability

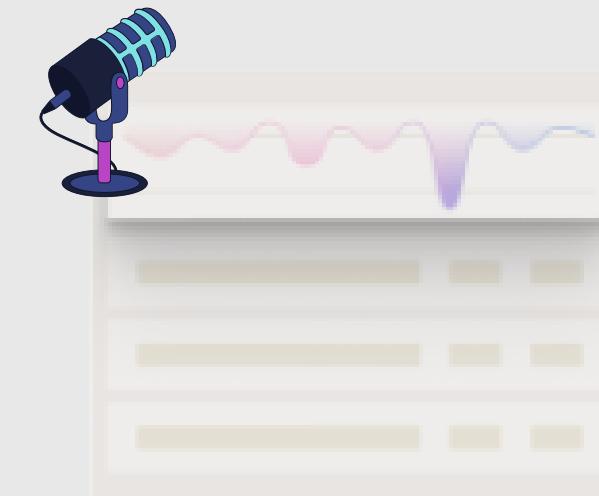
AI powered review of thousands of shows across hundreds of publishers.

iab.



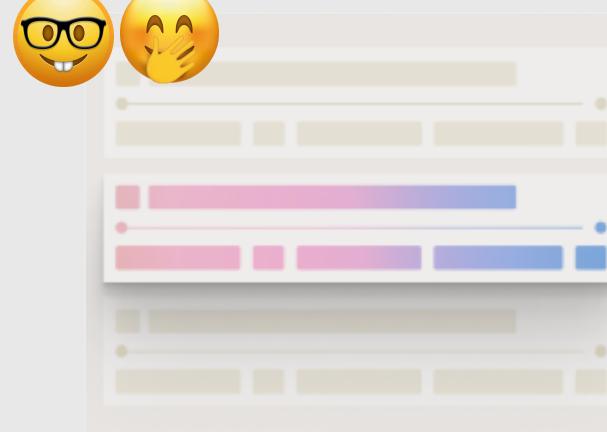
## Host Intelligence

Monitors hosts' public profiles and content to ensure brand alignment & risk.



## Podcast specific tone & context

Contextual and tonal analysis instead of just keyword!





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**Clients & Case Studies**

# Trusted by 300+ brands & agencies across the world



## Case Studies

Examples of our work. Find more on our website [nextaud.io/casestudy](http://nextaud.io/casestudy)

### Objective

Raise brand awareness among adults over 18 within the South Asian communities in London.

### Strategy

Targeted ads on podcast, music & web radio, targeting London region & language specific content.

### Result

LTR **97%**, with interest **20%** above average and consideration **11%** above average for the Travel Vertical.



### Objective

Drive app installs across iOS and Android devices, targeting health-conscious and family listeners.

### Strategy

Dynamic ads targeting specific genres and matching the creative to device type - iOS and Android users.

### Result

LTR **96%**, and a cost per install **under \$3**



### Objective

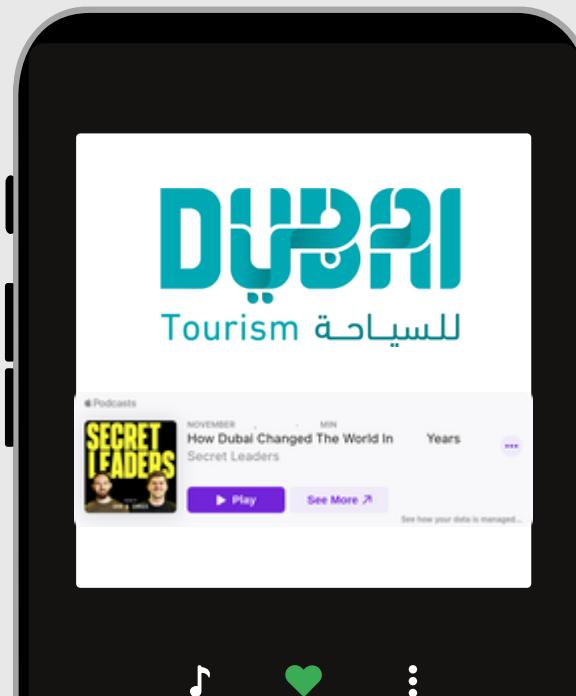
Position Dubai as a serious place to scale a business among entrepreneurial global audiences.

### Strategy

Branded podcast episode on Secret Leaders, one of the UK's top podcasts for entrepreneurs.

### Result

**Top ranking episode**, increased **awareness** among tech professionals and startup entrepreneurs.





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# Are You a Good Fit?



**We welcome publishers and networks from every market, language and niche.**

## We work with...

- Independent creators
- Podcast networks
- Production houses
- Broadcasters
- Niche content studios
- Multilingual and multicultural publishers

Interested in joining the network? Email us at: [hello@nextaud.io](mailto:hello@nextaud.io)

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